

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMBINE, INC.

Ad No. TT389-1989 MAXWELL-Res. No. 3475-1 Page-30g x 11g (incl)-4 1/2 (incl)-Trade Magazine, 1980

(A)

Printed in U.S.A.

Last year, total cigarette sales were up over 7 billion units.

Again in 1979 Philip Morris outgrew the rest of the industry combined.

*This has been true for
14 years in a row. Here
are highlights of 1979:*

The nation's best seller
had its best year: 103.8
billion units, highest ever
for any filter cigarette.

Again the largest selling
100mm brand, B&H Lights
now leads in sales among
low tar 100's.

Swept into first place
among all low tars. Most
successful new brand in
the past 20 years.

Repositioned as
Parliament Lights, new
entry in the fast-growing
low tar category.

Largest selling cigarette
made especially for
women. Successfully
introduced Virginia Slims
Lights.

Our sales grow because
your sales grow.
Philip Morris makes the
brands you sell more of,
year after year.

 **PHILIP
MORRIS**



2061193846

Source:
Maxwell Report
Latham Brothers,
Kuhn Loeb Research